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## Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q23-Q28):

NEW QUESTION # 23

An implementation engineer has been asked by a client for assistance with the following problem:

The below dataset was ingested:

However, when performing QA and querying a pivot table with Campaign Category and Clicks, the value for Type' is 4. What could be the reason for this discrepancy?

- A. The measurement 'Clicks' is set as a percentage.
- **B. The aggregation function is set as AVG**
- C. The aggregation function is set as LIFETIME
- D. A mapping formula was populated, indicating not to bring Type! values.

**Answer: B**

Explanation:

The discrepancy of 'Clicks' being reported as 4 for 'Type1' when the sum of clicks in the dataset for 'Type1' is 8 (2 on 02/02/2021 and 6 on 03/02/2021) suggests that the aggregation function used in the pivot table is set to average (AVG) rather than sum. Salesforce Marketing Cloud Intelligence allows setting different aggregation functions for metrics, and setting it to average would result in such a discrepancy when more than one entry for the same type exists. Reference: Salesforce Marketing Cloud Intelligence documentation on custom measurements and data aggregations explains how to set and understand different aggregation functions.

#### NEW QUESTION # 24

An implementation engineer has been provided with 4 different source files: 03m48s

1. Twitter Ads ~
2. Creative Classification
3. Placement Classification
4. Campaign Category Classification

The main source is Twitter Ads (which includes various fields and KPIs), and the rest are classification files that connect to Twitter Ads and enrich different fields within it.

The connections between the files are described as follows:

1st Party Creative Classification

File structure/headers:

Creative ID - links back to Creative Key (Twitter Ads)

1st Party Placement Classification by

File structure/headers:

- A.
- B.
- **C.**
- D.

**Answer: C**

Explanation:

In Salesforce Marketing Cloud Intelligence, connections between source files and classification files are established through common keys that link data records. For this scenario:

The "1st Party Creative Classification" file has a "Creative ID" field which corresponds to the "Creative Key" in the "Twitter Ads" data. This link enables enrichment of Twitter Ads data with creative classification details.

The "1st Party Placement Classification" file will contain a "Placement ID" that connects to a corresponding field in the "Twitter Ads" data, enabling the enrichment of placement classification details.

Option A appears to accurately depict this setup where data streams for "Creative Classification" and "Placement Classification" are connected to the "Twitter Ads" data stream using the "Creative ID" and "Placement ID", respectively. This structure allows for the enhancement of the main Twitter Ads data with additional classification information.

#### NEW QUESTION # 25

A technical architect is provided with the logic and Opportunity file shown below:

The opportunity status logic is as follows:

For the opportunity stages "Interest", "Confirmed Interest" and "Registered", the status should be "Open".

For the opportunity stage "Closed", the opportunity status should be closed Otherwise, return null for the opportunity status.

Given the above file and logic and assume that the file is mapped in the OPPORTUNITIES Data Stream type with the following

mapping:

"Day" - "Created Date"

"Opportunity Key" + Opportunity Key

"Opportunity Stage" - Opportunity Stage

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on Jan 11th. What is the number of opportunities in the Confirmed Interest stage?

- A. 0
- B. 1
- C. 2
- D. 3

**Answer: A**

Explanation:

pivot table is filtered on January 11th, we refer to the Opportunity file and see that there are no records for January 11th. Thus, there would be zero opportunities in the Confirmed Interest stage on that date. The Salesforce Marketing Cloud Intelligence's pivot table feature allows for the display of counts of entities based on the filtered criteria, which in this scenario would show zero since no records exist for the filtered date. Reference: Salesforce Marketing Cloud Intelligence documentation on pivot table functionalities.

### NEW QUESTION # 26

What is the relationship between "Media Buy Key" and "Creative Key"?

- A. One-to-one
- B. One-to-many (one Media Buy Key has many Creative Key)
- C. Many-to-one (one Creative Key has many Media Buy Keys)
- D. Many-to-many

**Answer: B**

Explanation:

In Marketing Cloud Intelligence, the "Media Buy Key" is typically associated with the purchase details of a media campaign, such as the platform, audience, and budget. The "Creative Key" relates to the specific creative asset used within a campaign, like an image, video, or text. A single media buy can have multiple creative variations to test performance or to target different audiences, leading to a one-to-many relationship.

### NEW QUESTION # 27

A client's data consists of three data streams as follows:

Data Stream A:

\* The data streams should be linked together through a parent-child relationship.

\* Out of the three data streams, Data Stream C is considered the source of truth for both the dimensions and measurements.

Assuming the data was ingested properly and the Parent Child was created correctly according to the client's requirements, what is the total Impressions value for Campaign Key 'CK\_3'?

- A. 0
- B. 1
- C. N-A
- D. 2

**Answer: B**

Explanation:

Assuming that Data Stream A is set correctly with parent-child relationships:

To find the total impressions for Campaign Key 'CK\_3', you would look in Data Stream A, since it contains the 'Impressions' metric.

As per the provided data, Campaign Key 'CK\_3' has 100 impressions.

### NEW QUESTION # 28

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